

# CONTRACT



**KTXL-TV**  
**4655 Fruitridge Road**  
**Sacramento, CA 95820-5299**  
**(916) 454-4422**

And:

**Inception Marketing, LLC**  
**847 Sansome St**  
**Suite 200**  
**San Francisco, CA 94111**

<u>Contract / Revision</u> 379421 /		<u>Alt Order #</u> 06172391
<u>Product</u> <b>KIM VANN FOR CONGRES</b>		
<u>Contract Dates</u> <b>09/17/12 - 11/06/12</b>		<u>Estimate #</u>
<u>Advertiser</u> <b>Kim Vann / Rep / Congress</b>		<u>Original Date / Revision</u> 08/13/12 / 09/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KTXL</b>	<u>Account Executive</u> Lucy Wu	<u>Sales Office</u> Telerep San Fra
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 102.40
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
D 1	40	10/01/12	10/07/12	9a-10a News	9a-10a News		:30				NM	0	\$0.00
N 2	40	10/22/12	11/04/12	9a-10a News	9a-10a News		:30				NM	8	\$1,840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--				4	\$230.00	0.80			
		Week: 10/29/12	11/04/12	MTWTF--				4	\$230.00	0.80			
N 3	40	11/05/12	11/06/12	9a-10a News	9a-10a News		:30				NM	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----				2	\$230.00	0.80			
N 4	40	10/15/12	10/21/12	9a-10a News	9a-10a News		:30				NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--				2	\$170.00	0.80			
N 5	40	10/29/12	11/04/12	M-F 11a-12p	11a-12p		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				3	\$250.00	0.90			
N 6	40	11/05/12	11/06/12	M-F 11a-12p	11a-12p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$250.00	0.90			
N 7	40	11/05/12	11/06/12	M-F 3p-4p	3p-4p		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$225.00	0.40			
D 8	40	10/01/12	10/07/12	Su 5p-530p	Su 5p-530p		:30				NM	0	\$0.00
N 9	40	10/22/12	11/04/12	Su 5p-530p	Su 5p-530p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----				0	\$0.00	0.00			
		Week: 10/29/12	11/04/12	-----1				1	\$350.00	1.00			
N 10	40	10/15/12	10/21/12	Prime Following Sports	Sun 830-9p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1				1	\$250.00	1.00			
N 11	40	10/08/12	10/14/12	FOX40 News at 6	M-F 6p-630p		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--				3	\$350.00	0.90			
N 12	40	11/05/12	11/06/12	FOX40 News at 6	M-F 6p-630p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 09/17/12 - 11/06/12	<u>Product</u> KIM VANN FOR CONGR	<u>Estimate #</u>
<u>Advertiser</u> Kim Vann / Rep / Congres		<u>Original Date / Revision</u> 08/13/12 / 09/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$700.00	0.90			
N 13	40	11/05/12	11/06/12	FOX40 News at 530p	M-F 530p-6p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$800.00	0.90			
N 14	40	10/29/12	11/04/12	M-F 730p-8p	M-F 730p-8p		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$1,500.00	2.00			
N 15	40	10/29/12	11/04/12	M-F 7p-730p	7p-730p		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$1,000.00	1.50			
N 16	40	11/05/12	11/06/12	M-F 7p-730p	7p-730p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,000.00	1.50			
D 17	40	10/01/12	10/07/12	Prime Following Sports	Sat 830-9p		:30				NM	0	\$0.00
N 18	40	10/22/12	10/28/12	Prime Following Sports	Sat 830-9p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$800.00	1.30			
D 19	40	10/01/12	10/07/12	KTXL News Special	730-8p		:30				NM	0	\$0.00
N 20	40	10/29/12	11/04/12	Prime Following Sports	Sat 730-8p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$800.00	1.10			
N 21	40	10/15/12	10/21/12	Prime Following Sports	Sat 9-10p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$800.00	1.20			
N 22	40	10/08/12	10/14/12	M-Sun 10p-11p News	M-Sun 10p-11p		:30				NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTFSS				2	\$850.00	2.20			
N 23	40	10/22/12	10/28/12	M-Sun 10p-11p News	M-Sun 10p-11p		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTFSS				1	\$1,700.00	2.20			
N 24	40	10/29/12	11/04/12	M-Sun 10p-11p News	M-Sun 10p-11p		:30				NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTFSS				3	\$1,700.00	2.20			
N 25	40	11/05/12	11/06/12	M-F 10p-11p	10p-11p		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,700.00	2.20			
N 26	40	10/15/12	10/21/12	M-Sun 10p-11p News	M-Sun 10p-11p		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTFSS				2	\$1,200.00	2.20			
N 27	40	11/05/12	11/06/12	M-F 11p-1130p	11p-1130p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$600.00	0.80			
N 28	40	10/08/12	10/14/12	M-Sun 1-2a	1-2a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$100.00	0.40			
N 29	40	10/29/12	11/04/12	M-Sun 1-2a	1-2a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$200.00	0.40			
N 30	40	10/29/12	11/04/12	Sa 12a-1230a	12a-1230a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Contract Dates</u> 09/17/12 - 11/06/12	<u>Product</u> KIM VANN FOR CONGR	<u>Estimate #</u>
<u>Advertiser</u> Kim Vann / Rep / Congres		<u>Original Date / Revision</u> 08/13/12 / 09/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----- 1-				1	\$250.00	0.50			
N 31	40	10/15/12	10/21/12	Sa 12a-1230a	12a-1230a		:30				NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----- 1-				1	\$185.00	0.50			
N 32	40	10/22/12	11/04/12	College Football	1230-4p		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-				1	\$1,000.00	1.50			
Week:		10/29/12	11/04/12	----- 1-				1	\$1,000.00	1.50			
N 33	40	10/22/12	11/04/12	College Football	1230-4p		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1-				1	\$2,000.00	3.00			
Week:		10/29/12	11/04/12	----- 1-				1	\$2,000.00	3.00			
N 34	40	10/28/12	10/28/12	Prime Following Sports	Sun 830-9p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----- 1				1	\$350.00	1.00			
N 35	40	09/17/12	09/28/12	9a-10a News	9a-10a News		:30				NM	8	\$1,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				4	\$170.00	0.80			
Week:		09/24/12	09/30/12	MTWTF--				4	\$170.00	0.80			
N 36	40	09/17/12	09/28/12	FOX40 News at 6	M-F 6p-630p		:30				NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				3	\$500.00	0.90			
Week:		09/24/12	09/30/12	MTWTF--				3	\$500.00	0.90			
N 37	40	09/17/12	09/23/12	M-Sun 530-630p News	M-Sun 530-6p		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTFSS				2	\$550.00	0.90			
N 38	40	09/24/12	09/29/12	M-Sun 530-630p News	M-Sa 530-6p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				2	\$550.00	0.90			
N 39	40	09/22/12	09/22/12	Prime Following Sports	Sa 830-9p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----- S-				1	\$550.00	1.30			
N 40	40	09/29/12	09/29/12	KTXL News Special	sa 8-830p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	----- S-				1	\$550.00	1.10			
N 41	40	09/22/12	09/22/12	Prime Following Sports	Sa 9-10p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----- S-				1	\$800.00	1.20			
N 42	40	09/17/12	09/23/12	M-Sun 10p-11p News	M-Sun 10p-11p		:30				NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTFSS				5	\$1,200.00	2.20			
N 43	40	09/24/12	09/29/12	M-Sun 10p-11p News	M-Sun 10p-11p		:30				NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				4	\$1,200.00	2.20			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		3	40	09/24/12-09/30/12	M-Sun 10p-11p News	M-Sun 10p-11p	MTuWThFSa--	:30	<del>\$1,200.00</del>	2.20	NM		
Credited													
N 44	40	09/17/12	09/28/12	M-Sun 2-230a	2-230a		:30				NM	6	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				3	\$30.00	0.20			
Week:		09/24/12	09/30/12	MTWTF--				3	\$30.00	0.20			

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379421 /	06172391

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/17/12 - 11/06/12	KIM VANN FOR CONGR	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Kim Vann / Rep / Congress	08/13/12 / 09/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
<b>Totals</b>										102.40		86	\$53,740.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	35	\$18,040.00	\$15,334.00
10/01/12 - 10/28/12	22	\$13,595.00	\$11,555.75
10/29/12 - 11/06/12	29	\$22,105.00	\$18,789.25
<b>Totals</b>	86	\$53,740.00	\$45,679.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.